



AIRC NEWS

Newsletter from the American Information Resource Center (AIRC), Chennai
July-September, 2006

June 5, 2006

Dear Friend:

Greetings from the Office of Public Affairs, U.S. Consulate General for South India.

This letter is to let you know that our respective tours in South India are coming to an end. In a few weeks, we will leave Chennai, bound for the United States before we begin our new assignments in Mexico (Ravi) and Zambia (Chris).

We have enjoyed our stay here very much. It has been a real pleasure knowing and working with you. We thank you for your continued and valued support for all our activities and programs through out the years. We would not have been able to achieve our successes without your cooperation.

Our replacements are expected to arrive in Chennai to take up their new positions around August 2006. We are certain that you will offer the same warm support and encouragement to them and the rest of the Public Affairs section that you gave us.

With best wishes,

Sincerely,

Ravi S. Candadai
Consul for Public Affairs

Christopher M. Wurst
Vice-Consul for Public Affairs

FOCUS ARTICLE

Excerpts of the Speech delivered by Mr. Christopher M. Wurst, Deputy Public Affairs Officer, U.S. Consulate General, Chennai at a National Seminar on Globalization, Labor and Family: Opportunities and Challenges," organized at Manonmaniam Sundaranar University in Tirunelveli

ON GLOBALIZATION

My wife's mother was born in Poland. Her father was born in Latvia. We got engaged in Paris, and, not long after we were married, moved to South Africa. Our son was born in the U.S.A., but very soon after that he

moved to Guatemala, and some of his first words were in Spanish. My daughter was born in Guatemala but shortly thereafter moved to Chennai, and as a result she does not sing *do, re, me* but rather *sa, pa, sa*.

In India, I continue to eat my favorite Italian pizza and Japanese sushi. Of course, I also love Indian food, which I began eating in the U.S., as a child, and ate regularly when I lived in South Africa. Less than one mile from my in-laws house, in New Brighton, Minnesota, is a restaurant called *Udupi Café*, where you can get marvelous dhosas and idlis.

In India, I use the internet to check the scores of my favorite baseball team, and watch cricket on the television. While I'm doing that, I am also downloading NCAA basketball games to watch later on my iPod—which was designed in Hyderabad and assembled in China. If I'm mistakenly billed for the wrong games, it's no problem, I simply pick up my mobile phone and dial direct; the call is answered in the U.S. and bounced back to Chennai, where it is answered by someone who very well might have passed me by on Mount Road several hours before.

My children go to an Indian school, and share their classroom with children from more than 10 countries. They try each other's food, sing each other's songs and are learning, from an early age. That people are people all over the world. If my children learn nothing else from our global lifestyle, I hope that they take to heart that, though different cultures may superficially appear to be radically different, people have the same needs and desires and pleasures and pain throughout the world. There is an emerging global ethic, a set of shared values" that include individual responsibility, economic and social justice, nature friendly ways of life, tolerance for diversity and freedom. Indeed, the smaller the world becomes, the more essential it is that we all live together comfortably. John A. Challenger, in a recent issue of *The Futurist* magazine, outlined his top ten candidates for jobs of the future. These

Dates to Remember

July 2, 1964	Civil Rights Act of 1964: Anniversary
July 4, 1776	Declaration of Independence Approval And Signing: Anniversary
August 1, 1819	Herman Melville: Birth Anniversary
September 4	Labour Day
September 11, 2001	Attack on America: 5 th Anniversary

included: *The Manager of Diversity, The Offshore Outsourcing Coordinator, Offshore Outsourcing Engineer Corporate Age Advisors? Corporate Historian, Chief Health Officer? and Eco-Relations Manager.*

A common theme in these possible future professions is a more holistic approach to working together and working globally. In fact, I would argue that globalization is much more a process of the world coming together than it is the, often misguided, notion that globalization implies a takeover of the world by Western culture. The more we know about different cultures, the greater our tolerance, empathy and productivity. Be that as it may, allow me just a few minutes to debunk some myths and globalization and how it is often wrongly associated with Western, or even specifically American, culture—sometimes this is known as the “McDonaldization of the world.”

Harvard University Professor Samuel P. Huntington points out that “the essence of Western civilization is the Magna Carta, not the Magna Mac.” He says, “The fact that non-Westerners may bite into the latter has no implications for accepting the former.” Yet people continue to insist that Hollywood, McDonald’s and Disneyland are eradicating regional and local eccentricities. But is this so?

Americans, after all, did not invent fast food, amusement parks or the movies. Before the Big Mac, there was—depending on where you live—fish and chips or, say, samosas. [And, just remember, you cannot get a McTikka burger in this town—but I can and do get Masala Vada and Bone-da in my home city, New Brighton, Minnesota!] Before Disneyland, there was Copenhagen’s Tivoli Gardens...And in the first two decades of the 20th century, the two largest exporters of movies around the world were France and Italy.

Richard Pells is a History Professor at the University of Texas, as well as a senior Fulbright lecturer. He asserts that the cultural relationship between the U.S. and the rest of the world over the past 100 years has never been one sided. “On the contrary,” says Pells, “the United States was, and continues to be, as much a consumer of foreign intellectual and artistic influences as it has been a shaper of the world’s entertainment and tastes.”

In his article “Is American Culture ‘American’?” Pells outlines that as a nation of immigrants from the 19th to the 21st century, “the United States has been a

recipient as much as an exporter of global culture. Indeed, the influence of immigrants on the United States explains why its culture has been so popular for so long in so many places.” “What Americans have done more brilliantly than their competitors overseas,” he says, “is repackage the cultural products we receive from abroad and then retransmit them to the rest of the planet.”

So Europeans, Asians, and Latin Americans flocked to “Titanic,” as they once did to “Gone With The Wind,” not because those films celebrated American values, but because people all over the world could see some part of their own lives reflected in the stories of love and loss. In the end, American mass culture has not transformed the world into a replica of the United States. Instead, America’s dependence on foreign cultures has made the United States a replica of the world.

Yet there remains a large group of people who feel that the word “globalization” means that American culture is taking over the world? Here’s a local observation: Idli and dhosa will never be replaced by Dominoes pizza and Chinese food. Being able to watch great films from around the world will not mean that there won’t continue to be a steady stream of movies from Kamal Haasan, Jyothika, Vijay or Vikram. Your classical dance forms, epic poetry and literature have been around longer than the U.S. has even existed. Appreciation for American jazz, Japanese theater and Latin American novels will only enhance your knowledge.

Globalization is a two-way street. Soon I’ll be able to get a Starbuck’s Coffee in Chennai. But I can turn on the TV, in Washington DC, and watch Jaya TV. Never forget that as the world encroaches into your lives, those things that influence yours lives are suddenly available to the world, often for the first time. If we are all open-minded and smart enough to grab hold of those things from around the world that we truly appreciate—be they products, art forms, clothes, work habits, beliefs or interpersonal behaviors—our lives can only improve. And though your children may end up in careers that are unimaginable to you now, you’ll still be able to recognize them. Citizens of the world are really just people!

RESOURCES ON GLOBALIZATION

Books

Bhagwati, Jagdish N. **In Defense of Globalization** / Jagdish Bhagwati. New York, NY: Oxford University Press, 2004. (337 BHA)

The Changing Workplace Technology & Globalization / produced and presented by KCSM ; San Mateo County Community College District.

AIRC Holidays

July 4	- Independence Day (American)
August 15	- Independence Day (Indian)
August 16	- Krishna Jayanthi (Indian)
September 4	- Labor Day (American)

Lawrenceville, NJ : Cambridge Educational, 2004.
(331.25 CHA)

The Future of Revolutions : Rethinking Radical Change in the Age of Globalization / edited by John Foran. London ; New York, NY : Zed Books, 2003.
(303.64 FUT)

Globalization and Higher Education / Jaishree K. Odin and Peter T. Manicas, editors. Honolulu, HI : University of Hawai'i Press, c2004. (378 GOL)

Globalization and Human Rights / Alison Brysk, editor. Berkeley, CA : University of California Press, c2002. (323.09 GLO)

Singer, Peter. **One World : the Ethics of Globalization** / Peter Singer. New Haven, CT : Yale University Press, 2002 (303.482 SIN)

Veseth, Michael. **Globaloney : Unraveling the Myths of Globalization** / Michael Veseth. Lanham, MD : Rowman & Littlefield, c2005 (303.482 VES)

Articles

THE GLOBALLY INTEGRATED ENTERPRISE.
By Samuel J. Palmisano. Foreign Affairs, May-June 2006 pp.127-136.

JUDICIOUS INCENTIVES: INTERNATIONAL PUBLIC POLICY RESPONSES TO THE GLOBALIZATION OF ENVIRONMENTAL MANAGEMENT
By Susan Summers Raines. The Review of Policy Research, March 2006, pp.473-491.

POLITICAL GEOGRAPHY: POLITICAL GEOGRAPHIES OF GLOBALIZATION (2) - GOVERNANCE
By Matthew Sparke. Progress in Human Geography 30,3 (2006) pp. 357-372

POVERTY AND GLOBALIZATION
By Shanker Singham and Donna Hrinak. The National Interest, Winter 2005, pp.117-122.

TWO MYTHS OF GLOBALIZATION.
By A Edward Gottesman, World Policy Journal, Spring 2006, pp.37-44.

Websites

International Monetary Fund
<http://www.imf.org/external/np/exr/ib/2000/041200.htm#II>

Center for Strategic and International Studies
Globalization101.org
<http://www.globalization101.org/about/>

George Washington University
Center for the Study of Globalization
<http://gstudynet.com/gwscsg/>

The Globalization Website (Emory University)
<http://www.sociology.emory.edu/globalization/about.html>

International Forum on Globalization
<http://www.ifg.org>

Global Scenario Group
<http://www.gsg.org>

NEW AT AIRC

Books

Collie, Dale. **Winning Under Fire: Turn Stress into Success the U.S. Army Way** / Dale Collie. New York, NY: McGraw-Hill, 2005 (650.1 COL)

Collin, Robert W. **The Environmental Protection Agency: Cleaning Up America's Act** / Robert W. Collin. Westport, CT: Greenwood Press, 2006 (363.7 COL)

Cooper, Patricia. **Writing the Short Film** / Pat Cooper and Ken Dancyger. 3rd ed. Burlington, MA: Elsevier/Focal Press, 2005 (808.23 COO)

Distance Learning and University Effectiveness: Changing Education Paradigms for Online Learning / Caroline Howard, Karen Schenk & Richard Discenza, (eds.) Hershey, PA: Information Science Pub., 2004 (378.1 DIS)

George, Michael L. **What is Lean Six Sigma?** / Mike George, Dave Rowlands and Bill Kastle. New York, NY: McGraw-Hill, 2004 (658.4013 GEO)

Hachten, William A. **The Troubles of Journalism: A Critical Look at What's Right and Wrong With the Press** / William A. Hachten. 3rd ed. Mahwah, N.J.: Lawrence Erlbaum Associates, 2005 (071.3 HAC)

Higgs, Robert. **Against Leviathan: Government Power and a Free Society** / Robert Higgs. Oakland, CA: Independent Institute, 2004 (330 HIG)

Organizational Behavior and Management in Law Enforcement / Harry W. More ... [et al.]. 2nd ed. Upper Saddle River, N.J.: Prentice Hall, 2006 (363.2068 ORG)

Serving the Millennial Generation / Michael D. Coomes, Robert DeBard (eds.) San Francisco, CA: Jossey-Bass, 2004 (378.198 SER)

Articles

AGAINST MORE AID: WHY DEVELOPMENT ASSISTANCE SHOULD NOT BE TRIPLED

By Marco Verweij and Dipak Gyawali. Harvard International Review, Winter 2006, pp. 26-30.

ANYTHING INTO OIL

By Brad Lemley. Discover, April 2006, pp. 46-51.

ENSURING ENERGY SECURITY

By Daniel Yergin. Foreign Affairs, March/April 2006, pp. 69-82.

THE EVOLUTION OF KNOWLEDGE MANAGEMENT

By Ron Miller. EContent, November 2005, pp. 38-41.

THE FIRST LAW OF PETROPOLITICS

By Thomas L. Friedman. Foreign Policy, May/June 2006, pp. 28-36.

GETTING INDIA RIGHT

By Parag Khanna and C. Raja Mohan. Policy Review, February/March 2006, pp. 43-61.

LIBRARIES, KNOWLEDGE MANAGEMENT, AND COMMUNITIES OF PRACTICE

By Alex Cohen. Information Outlook, January 2006, pp. 34-37.

LOCALIZATION: THE REVOLUTION IN CONSUMER MARKETS

By Darrel K. Rigby and Vijay Vishwanath. Harvard Business Review, April 2006, pp. 82-92.

PERSONAL FUTURING: A STEP-BY-STEP GUIDE

By Verne Wheelwright. Futurist, May/June 2006, pp. 22-29.

THE THREAT OF GLOBAL POVERTY

By Susan E. Rice. National Interest, Spring 2006, pp. 76-82.

DVDs

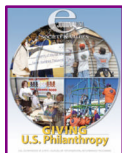
BUSINESS ETHICS: 21ST CENTURY PERSPECTIVE - 2000 (15 minutes)

This program analyzes the challenges to making ethical choices in the Information Age.

ENGLISH IN AMERICA - 2003, (52 minutes)

This program traces the dynamic relationship between English and America, exploring the linguistic influence of westward expansion, cowboy culture, slave culture, and encounters with the French and Spanish languages.

ELECTRONIC JOURNALS



This journal highlights several forms of giving and the activities of a wide variety of philanthropic organizations, some under the patronage of the rich and famous, and others created and operated by ordinary people. It also contains valuable resources for those who want to learn about nonprofit management, grant writing, and other topics related to modern philanthropy.

<http://usinfo.state.gov/journals/itsv/0506/ijse/ijse0506.htm>

This issue of e journal examines how U.S. foreign relations have evolved over the past century, influenced by the legacy of America's founding ideals of protecting individual rights and freedom. Special features include five historical video excerpts and two photo galleries illustrating the Panama Canal and the Marshall Plan.

<http://usinfo.state.gov/journals/itps/0406/iipe/iipe0406.htm>



RECENT PROGRAMS



IRO Wendy Zaman making presentation on Internet at Indian Institute of Planning & Management, Chennai

"KNOW US Challenge" program organized at the American Corner, Bangalore, May 20, 2004. DPAO Christopher Wurst, was the Quiz Master



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